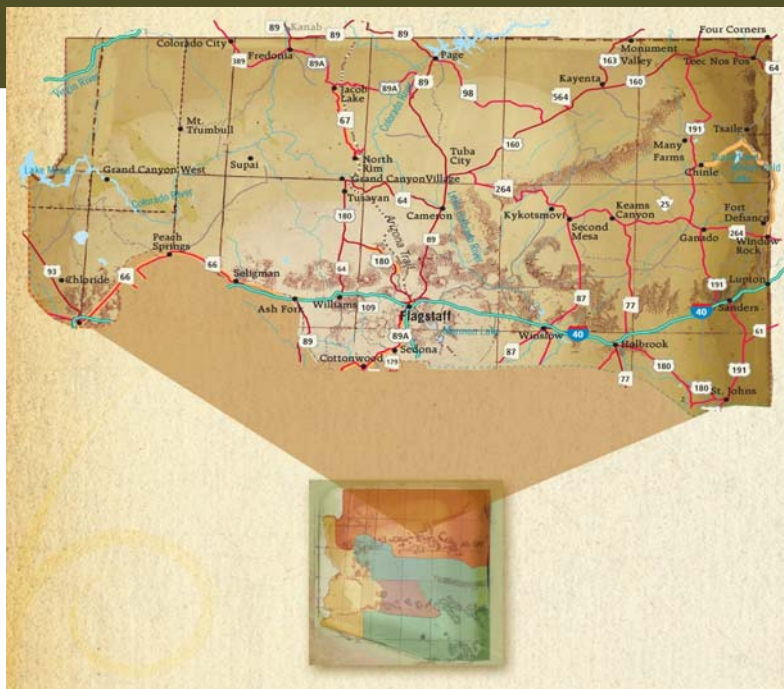


Northern Arizona 2006 Tourism Facts

The Northern Arizona region is home to such places as the Painted Desert, Canyon de Chelly, Monument Valley, Red Rocks of Sedona, Slide Rock State Park, and Grand Canyon National Park and seven of Arizona's twenty-two Native American tribes. Northern Arizona also offers the experience of traveling along the historic Route 66.



Domestic Visitor Profile*

Percent Share Overnight Domestic Leisure Visitation	18.8%
Average Age	48 years
Average Household Income	\$76,490
Average Party Size	2.6
Average Length of Stay	2.8 nights

Quarter Trip Started*

First Quarter	18%
Second Quarter	32%
Third Quarter	30%
Fourth Quarter	21%

Top Leisure Activities*

Parks (National/State)	35%
Hike/Bike	17%
Visit Historic Site	16%
Camping	8%
Museum, Art Exhibit	7%

Cities

Chinle, Colorado City, Flagstaff, Fredonia, Holbrook, Kayenta, Kingman, Page, Peach Springs, Sedona, Seligman, Tuba City, Williams, Window Rock, Winslow

Tribal Lands

Havasupai Tribe, Hopi Tribe, Hualapai Tribe, Kaibab-Paiute Tribe, Navajo Nation, San Juan Southern Paiute Tribe, Zuni Tribe

Local Visitor Information Centers

Ash Fork Visitor Center, Flagstaff Convention & Visitors Bureau, Holbrook Chamber of Commerce, National Geographic Visitor Center, Page/Lake Powell Tourism Bureau, Sedona Chamber of Commerce- Uptown Visitor Center, The Mine Shaft Market-Chloride, Valle-Grand Canyon-Planes of Fame, Village of Oak Creek/Sedona Chamber of Commerce-NFS, Williams - Grand Canyon Chamber of Commerce, Winslow Chamber of Commerce and Visitor Center

Source: D.K. Shifflet and Associates, Ltd.,

*Due to small sample sizes data was aggregated from years 2005-2006.

Northern Arizona 2006 Tourism Facts

Visitor Demographics:

Age of Respondent*	
Average Age	48 years
18-34 years	25%
35-54 years	42%
55+ years	33%

Education*	
No College education	24%
Some College	34%
College Degree	26%
Post College Degree	16%

Household Income*	
Average HH Income	\$76,490
Under \$75,000	49%
\$75,000 or more	51%

Traveling Party*	
One Adult	12%
Couples (M/F)	50%
Two Males or Two Females	9%
Three or more Adults	7%
Families	23%

Trip Behavior:

Accommodations*	
Paid Accommodations	80%
Non-Paid Accommodations	20%

Top Origin Markets*	
Phoenix, AZ	33.7%
Los Angeles, CA	13.9%
San Diego, CA	5.5%
Tucson (Sierra Vista), AZ	3.7%
Las Vegas, NV	2.9%
Salt Lake City, UT	2.4%
Albuquerque-Santa Fe, NM	2.0%
Denver, CO	1.6%
Sacramento-Stockton-Modesto, CA	1.6%
San Francisco-Oakland-San Jose, CA	1.6%

Main Mode of Transportation*	
Air Travel	11%
Auto Travel	76%
Other Transportation	13%

Leisure Purpose of Stay*	
Vacation (NET)	62%
Getaway Weekend	17%
General Vacation	45%
Non-Vacation (NET)	38%
Visit Friend/Relative	16%
Special Event	11%
Other Personal	11%

Source: D.K. Shifflet and Associates, Ltd.,

*Due to small sample sizes data was aggregated from years 2005-2006.

Northern Arizona 2006 Tourism Facts

Economic Impact of Travel:

Total Direct Travel Spending/Employment/Taxes Generated by Travel Spending

Counties in Northern Arizona*	Total Direct Spending (\$ million)	Earnings (\$ million)	Employment (jobs)	Local Taxes (\$ million)	State Taxes (\$ million)	Total Taxes (\$ million)
Apache	137.5	28.4	1,740	3.0	5.4	8.4
Coconino	868.9	233.2	10,760	25.0	33.3	58.3
Navajo	281.8	64.0	3,310	6.0	10.7	16.8

Visitor Spending by Commodity Purchased

Counties in Northern Arizona*	Lodging (\$ million)	Food & Beverage Service (\$ million)	Food Stores (\$ million)	Ground Trans. & Motor Fuel (\$ million)	Arts, Entertainmt & Recreatn (\$ million)	Retail Sales (\$ million)	Air Transport (visitors only) (\$ million)
Apache	21.0	24.7	8.7	48.5	16.8	17.7	0.0
Coconino	234.6	223.7	43.3	85.3	128.9	142.9	5.0
Navajo	43.7	49.7	28.1	67.4	49.9	42.8	0.0

Source: Arizona Travel Impacts, Dean Runyan Associates

Lodging:

Counties in Northern Arizona*	Occupancy		Average Daily Rate (ADR)		Revenue Per Available Room (RevPAR)	
	%	Change over 2005	\$	Change over 2005	\$	Change over 2005
Apache	57.0%	5.0%	\$65.72	0.7%	\$37.45	5.6%
Coconino	63.5%	-0.3%	\$77.14	8.5%	\$48.99	8.2%
Navajo	59.6%	6.6%	\$58.62	0.1%	\$34.95	6.8%

Source: Smith Travel Research

- In 2006, Apache County's occupancy increased an impressive 5.0% over YE 2005 to 57.0%. Occupancy was driven by room demand which increased 4.9% to 192,418 rooms in 2006.
- Coconino County occupancy was flat, down -0.3% to a rate of 63.5% while ADR experienced an increase of 8.5% when compared to YE 2005.
- Navajo County's occupancy increased 6.6% over YE 2005 to 59.6%. This was due to room demand which increased 6.7% to 712,533 rooms in 2006.

* The Northern region is a marketing area created by the Arizona Office of Tourism. The counties in this report are not completely synonymous with the Northern region.

Northern Arizona 2006 Tourism Facts

National Parks:

National Park in Northern Arizona:	2006 Visitation	% Change from 2005
Canyon de Chelly NM	826,635	-0.4%
Grand Canyon NRA	4,279,439	-1.8%
Hubbell Trading Post NHS	72,516	-24.2%
Navajo NM	70,761	29.4%
Petrified Forest NP	581,681	-2.8%
Pipe Springs NM	50,923	-6.9%
Sunset Crater Volcano NM	221,406	-3.7%
Walnut Canyon NM	120,820	-5.8%
Wupatki NM	236,449	7.7%

TOP VISITED NATIONAL PARKS IN NORTHERN ARIZONA

1. Grand Canyon NRA 4,279,439
2. Canyon de Chelly NM 826,635
3. Petrified Forest NP 581,681
4. Wupatki NM 236,449
5. Sunset Crater Volcano NM 221,406

National Parks in the Northern Region of Arizona represent:

- 9 of the 21 National Parks in Arizona
- 56.4% of total visitation to Arizona National Parks

Source: National Park Service

State Parks:

State Parks in Northern Arizona:	2006 Visitation	% Change from 2005
Homolovi Ruins SP	15,979	7.2%
Riordan Mansion SP	25,915	14.6%
Slide Rock SP	225,680	-7.3%

State Parks in the Northern Region of Arizona represent:

- 3 of the 28 Arizona State Parks
- 11.9% of total visitation to Arizona State Parks

Source: Arizona State Parks

Top Attractions:

Top Five Natural Attractions in Northern Arizona	2006 Visitation
Grand Canyon National Park	4,400,400
Glen Canyon National Recreation Area	1,904,350
Lake Mead National Recreation Area	1,814,732
Canyon de Chelly National Monument	826,630
Petrified Forest National Park	581,801

Top Three Private Attractions in Northern Arizona	2006 Visitation
Grand Canyon Railway	322,690
Lowell Observatory	72,766
AZ Snowboard & Summer Skyride	48,714